

ABSTRACT

- Title:** Marketing communication of Faculty of Physical Education and Sport, Charles University in Prague
- Objectives:** The aim of this thesis is to analyze the current marketing communication of Faculty of Physical Education and Sport, Charles University in Prague and based on the obtained data to create proposals for the improvement of current marketing communication or suggest new instruments that will help to streamline existing marketing communication.
- Methods:** To analyze the current marketing mix of the faculty is used a qualitative research in the form of group discussions with current students of the faculty and pre-prepared written questioning for the staff of the Marketing department of the faculty.
- Results:** The main outcome of this thesis is the evaluation of current marketing communication and creation of its improvement for example by adding new communication instruments, streamlining of the current marketing communication instruments.
- Keywords:** Marketing, marketing communication, communication mix, non-profit organization, marketing of school, group discussion